



## **PRESS RELEASE**

### **GIANT SCOTIABANK SHOPPING BAG DRAWS CROWD AT MOVIE TOWNE**

**Port-of-Spain, August 21<sup>st</sup> 2008** – If you’ve driven by Movie Towne in the last couple of days, chances are you’ve noticed a giant, clear, two-story tall shopping bag with a shiny new Mazda 3 inside. It’s all part of Scotiabank’s innovative “Now You Can” marketing campaign, developed to support the Bank’s new personal line of credit product, ScotiaLine.

“Because personal lines of credit are fairly new in Trinidad, we wanted to do something that would clearly communicate the benefits of the ScotiaLine Personal Line of Credit in a way that would really grab people’s attention,” said Jo-Ann McLennan, Manager-Lending at Scotiabank Trinidad and Tobago Limited. “Need a new vehicle, renovations on your house or money for your child’s education? With Scotiabank’s ScotiaLine, now you can!”

The ScotiaLine Personal Line of Credit is a flexible approach to lending that gives customers convenient access to cash when they need it. This unique product puts customers in control of their finances, allowing them to manage their borrowing needs on their own terms.

Two of the main benefits of ScotiaLine are its flexibility and convenience. Once approved, customers have full access to a predetermined sum; individuals can borrow as much or as little as they need when they need it. Flexible payment options and competitive rates make managing ScotiaLine convenient.

“The great thing about the ScotiaLine Personal Line of Credit is that customers only need to apply once, after which the funds are available at anytime,” said Gillian Benjamin, General Manager, Strategic Marketing at Scotiabank Trinidad and Tobago Limited. “Scotiabank strives to be an industry leader in providing innovative financial solutions for our customers. The ScotiaLine Personal Line of Credit is one more way we help our customers become financially better off.”

For more information or to apply for the ScotiaLine Personal Line of Credit, individuals can visit their nearest Scotiabank branch.

Scotiabank has been part of the Caribbean and Central America since 1889. It is now the leading bank in the region, with operations in 26 countries, including affiliates. The Bank has over 12,000 employees in the region, serving more than two million customers, with 437 branches and about 919 automated banking machines.

Scotiabank is one of North America's premier financial institutions and Canada's most international bank. With more than 60,000 employees, Scotiabank Group and its affiliates serve approximately 12.5 million customers in some 50 countries around the world. Scotiabank offers a diverse range of products and services including personal, commercial, corporate and investment banking. With \$453 billion in assets (as at April 30, 2008), Scotiabank trades on the Toronto (BNS) and New York Exchanges (BNS). For more information please visit [www.scotiabank.com](http://www.scotiabank.com).



Customers sign up for the ScotiaLine personal line of credit

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